

Fig. 1a

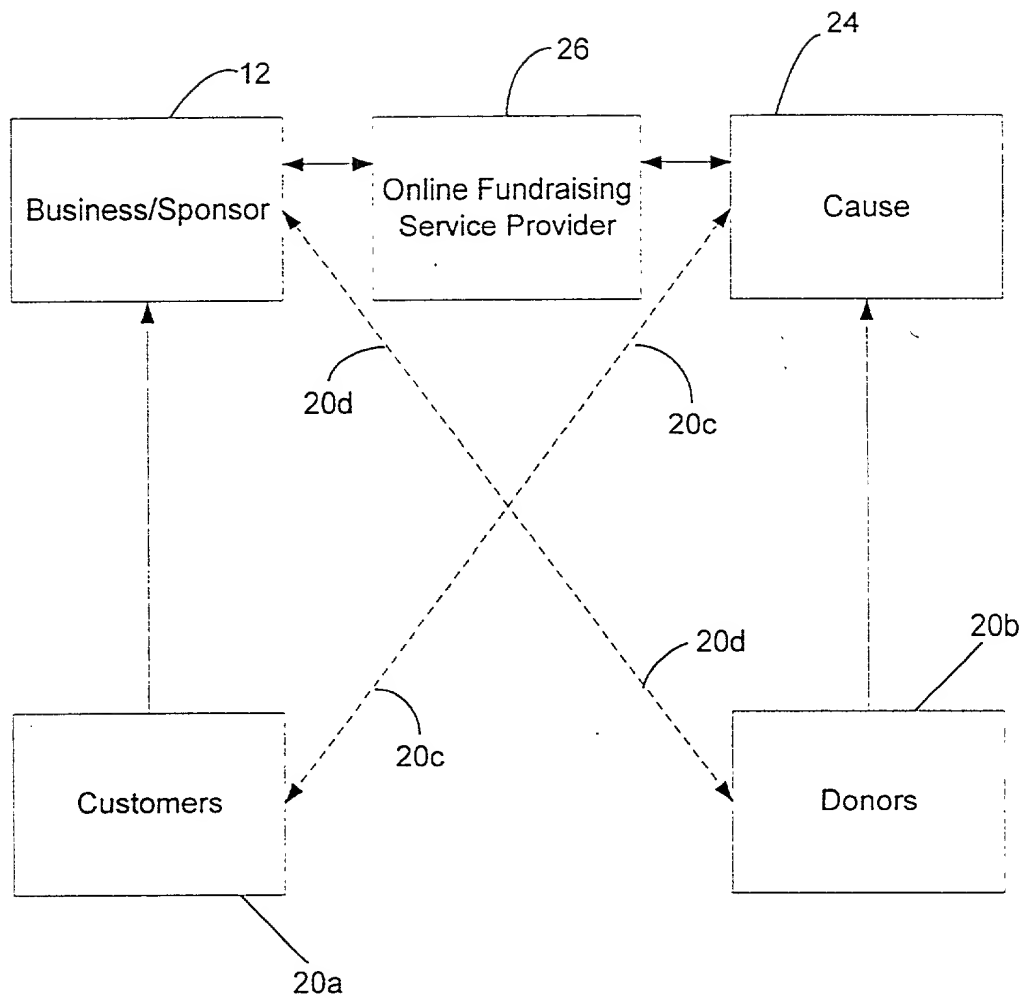


Fig. 1b



[SHOP BY SPORT](#)
choose an activity and explore

[SHOP BY BRAND](#)
choose a brand and explore

[SHOP BY DEPARTMENT](#)
mens, womens, children and more...

[MVP EDGE](#)
exclusive tips, buyers guides, and more...

[SHOPPING BASKET](#)
view your items of checkout

0 items

- Specials
- Gift Center
- Reward Points
- Fundraising Campaign
- Order Status
- My Account
- Policies
- About MVP.com
- Affiliate Program

fundraising campaign

Introducing The MVP.com fundraising campaigns!

MVP.com is teaming up with athletic youth organizations across the country to raise \$1,000,000 for the kids of each organization, but we're going to need your help!

Here's how it works:

- Pick an organization from the list below to support.
- You raise money or donate to that organization using our easy online system.
- MVP.com rewards you for reaching a fundraising goal!
 - \$50 MVP.com gift certificate for raising \$500.
 - 1 MVP.com reward point for every \$1 you donate!

Fundraiser Login

Username:

Password:



Forgot Password?

Pick an organization to support!

Little League ~42

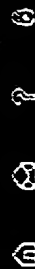


Fig. 2

mvp.com

fundraising campaign

- SHOP BY SPORT**
choose by activity and explore
- SHOP BY BRAND**
choose by brand and explore
- SHOP BY DEPARTMENT**
items, women, children and more
- MVP EDGE**
action tips, buyers guides, and more
- SHOPPING BASKET**
view your items and checkout



Fundraising Campaign
[Home](#)
[Shop by Sport](#)
[Shop by Brand](#)
[Shop by Department](#)
[MVP Edge](#)
[Shopping Basket](#)

United League Baseball Campaign

Donation Form

Donation Amount
 First Name
 Last Name
 Email Address
 Street Address
 City
 State Choose
 Zip

Credit Card Type Visa
 Credit Card Number
 Expiration Date Month Year

Identify the donor to charity?
☐ Yes, make my name available.
☐ No, keep my donation anonymous.
 Note: Selecting "Yes" affirms your desire to be added to this charity's mailing list. Selecting "No" prevents being added.

Receive a donation receipt via email?
☐ Yes, please send me my receipt via email.
☐ No, I do not care for a receipt via email.

Note: If selected, receipts will be sent to the email address entered on this form. Donations larger than \$250 must have written acknowledgment to be eligible for tax write off.

Fig. 5

mvp.com

fundraising campaign

- SHOP BY SPORT**
choose an activity and explore
- SHOP BY BRAND**
choose a brand and explore
- SHOP BY DEPARTMENT**
mens, womens, children and more...
- SHOP EDGE**
streamline, super guides, and more...
- SHOPPING BASKET**
view and edit items in your basket
- Tax's**
State & Local Tax Return
- Personal Checks**
- Receipt & Tax Info**
- Gift Registry**
- Privacy Policy**

- Home**
- Search**
- Gift Registry**
- Fundraising Campaign**
- Gift Registry**
- Privacy Policy**
- Gift Registry**

Menu

- [Client Home](#)
- [Send more emails](#)
- [Campaign page](#)
- [Edit campaign page](#)





Donation Statistics

Donation Goal: \$1,000,000
To Date: \$345,000
Amount to Reach Goal: \$655,000

Campaign Statistics

Donations to date	Sent Emails	No. Responses	Fundraiser	Registered
via Email	via Website	Email	Donation Amount	
Gift Cost: \$150.00	N/A	N/A	\$50.00	\$250.00
Black Knight	Black Knight	Black Knight	Black Knight	Black Knight

Fig 6



[Home](#) | [Search](#) | [Contests](#) | [InfoClips](#) | [Options](#) | [Help](#)

[Browse](#)

[Apparel & Accessories](#)
[Auctions](#)
[Automotive](#)
[Babies & Children](#)
[Computers & Electronics](#)
[Education](#)
[Entertainment](#)
[Gifts & Flowers](#)
[Government](#)
[Specialty Foods](#)
[Greeting Cards](#)
[Grocery & Fresh Food](#)
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[Magazines](#)
[Personal Finance](#)
[Pets](#)
[Photography](#)
[Services](#)
[Sports & Fitness](#)
[Stamps](#)
[Toys and Games](#)
[Travel](#)
[Valentine's Savings](#)

[Address Book](#)

[Favorites](#) | [Home](#) | [Info](#) | [Options](#) | [Help](#)

Who?
coolings.com

Click here for sweet savings this Valentine's Day!

coolings.com

WELCOME, KOLLY!

You have a total of 179 savings offers available. [In College?](#) [Click here.](#)
Get a FREE gift certificate with your coolings.com Platinum Visa credit card. [Click here.](#)

Squeals Day of the Day

Tuesday, February 1

- ▶ [SmallOnline2](#) - Save \$1.00 Now!
- ▶ [PEIsMARI.com](#) - Love your pet this Valentine's Day!
- ▶ [barnesandnoble.com](#) - \$5 off a minimum purchase of \$25.
- ▶ [MotherNature.com](#) - 50% off your first purchase at MotherNature.com!
- ▶ [kaylowaters.com](#) - Valentine's Day gift-Diamond and Ruby ring!
- ▶ [kugler.com](#) - FREE video or DVD with \$25 purchase!
- ▶ [InsWeb](#) - FREE auto insurance quotes at InsWeb.
- ▶ [CDNOW](#) - \$10 Off your music purchase of \$19.99 or more.
- ▶ [allhomecredit.com](#) - Save \$250 on closing costs! Buy a home with no downpayment! (Or cash out 100% of the available equity in your current home!)
- ▶ [Service Merchandise](#) - Save 50% on heart jewelry for your special someone!

[more squeals](#)

Save at a store or business near you

Click on links or logos to view savings at a location near you.

My Coolings

• MY ACCOUNT

Are you a student, faculty member or graduate student?
Become a member of CollegeCoolings and get more local savings!

Join

Cool Campaign



Y-ME Online
Fundraising Campaign
Participate in the Y-ME campaign by raising funds for a great cause. Join the campaign today for a chance to win a valuable bundle of coupons worth more than \$100!

Cool Campaign



Local Partners (Mixed)

Fig. 7

cool-savings.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address (a)

Search Favorites History Home Stop Refresh Back Forward

Local intranet

FAQ's

About Y-ME

Personal check

Privacy Policy

Receipt/Tax Information

Site Security

coolcampaign



Y-MERACE

against breast cancer

The Y-ME 5k Race

Sponsored by coolsavings.com

Join coolsavings.com as it sponsors the Y-ME 5k Race on May 14, 2000. We're trying to raise \$1,000,000 and we need your support. Click the Fundraise and Donate buttons below to support Y-ME today! And don't forget to register for the race. We hope to see you there!

Campaign Information

What: 5k Walk/Run Register

When: May 14, 2000

Where: Grant Park

Fundraise
Win great coupons from Coolsavings.com if you raise money for Y-ME ([more...](#))

Donate
Make a donation to Y-ME and get a chance to WIN a Porsche! ([more...](#))

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worthyevents
(.com)

Fig. 8

cool-savings.com - Microsoft Internet Explorer



[cool-savings.com](#) | [HOME](#) | [SEARCH](#) | [CONTESTS](#) | [INFOCLIPS](#) | [GROCERY](#) | [OPTIONS](#) | [HELP](#)

[FAQ's](#) | [About Y-ME](#) | [Personal check](#) | [Privacy Policy](#) | [Receipt/Tax Information](#) | [Site Security](#)

[Fundraiser Login](#) | [Forgot Password?](#)

Address

Search

Stop

Back

Home

Print

Refresh

Stop

Back

Home

Print

Refresh

Y-ME Fundraising Campaign

Fundraiser Sign Up

First Name

Last Name

Street Address

City

State

Alabama

Zip

Phone (optional)

Email Address

Choose a Username

Choose a Password

Re-enter Password

Your Fundraising Goal

Recipients*
Enter email addresses one per line, or separated by commas. Or, Insert from Address Book

C) These email addresses will be used to send an email from you and will not be collected for use in an outside mailing list.

Email Message (up to 200 characters)
Sample Messages

Thank You Note (up to 200 characters)
Sample Thank You Notes

Fig. 9



Y-ME Fundraising Campaign

Fundraiser Sign Up

[About Y-ME](#)

[Personal checks?](#)

[Privacy Policy](#)

[Receipt/Tax Information](#)

[Site Security](#)

Fundraiser Login

Username:

Password:

Forgot Password?

First Name

Last Name

Street Address

City

State

Zip

Phone (optional)

Email Address

Choose a Username

Choose a Password

Your Fundraising Goal

Recipients*

Enter email addresses (one per line, or separated by commas. O: ignored from Address Book)

☐ These email addresses will be used to send an email from you and will not be collected or used for any marketing purposes.

Email Message (up to 200 characters)

Sample Message

Thank You Note (up to 200 characters)

Sample Thank You Notes

Fig 10

Address

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Display



cool savings.com

HOME | SEARCH | CONTESTS | INFOCLIPS | GROCERY | OPTIONS | HELP

About Y-ME **Y-ME Campaign**

Personal checks? **Donation Form**

Privacy Policy

Receipt/Tax Information

Site Security

Fundraisor Login

Username:

Password:

GO

Forgot Password?

Donation Amount

First Name

Last Name

Email Address

Street Address

City

State

Choose

Zip

Credit Card Type

Visa

Credit Card Number

Expiration Date

Month Year

Identify the donor to charity?

☐ Yes, make my name available.

☐ No, keep my donation anonymous.

Note: Selecting "Yes" affirms your desire to be added to this charity's mailing list. Selecting "No" prevents being added.

Receive a donation receipt via email?

☐ Yes, please send me my receipt via email.

☐ No, I do not care for a receipt via email.

Note: If selected, receipts will be sent to the email address entered on this form. Donations larger than \$250 must have written acknowledgment to be eligible for tax write offs.

Fig. 11



coolsavings.com

FAQ's

About Y-ME
Personal check?
Privacy Policy
Receipt / Tax
Information
Site Security

HOME | SEARCH | CONTESTS | INFOCLIPS | GROCERY | OPTIONS | HELP

Y-ME Fundraising Campaign

How it Works

Here's how it works:

- Use this system to fundraise and/or donate completely online
- You don't need to run the race to fundraise online
- It only takes 5 minutes!

Fundraise:

- Enter your personal info and choose a **username** and **password**
- Send an **email message** to your friends and family asking for their support
- All personal information and email addresses provided remain 100% private
- Recipients of your email click on a link and donate to your campaign or fundraise themselves
- Don't forget to return to **Coolsavings.com** to login and track the progress of your campaign! See who has donated and how the progress your campaign has contributed to the overall Coolsavings/Y-ME online fundraising campaign.

Start Fundraising!

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POWERED BY
worthyevents
.com

Fig- 13



coolsavings.com

About Y-ME
Personal checks?
Privacy Policy
Receipt / Fax
Information
Site Security

HOME | SEARCH | CONTESTS | INFOCLIPS | GROCERY | OPTIONS | HELP

Y-ME Campaign

FAQ's

Fundraise using the efficiency of the Internet

- Sign up to fundraise online
- Email friends and family asking for their support
- Friends simply click and donate online to your campaign OR choose to fundraise themselves
- Thank You emails and Donation receipts are automatically sent via email after a donation is made

Reach your fundraising goal - receive a great reward!

Fundraise

Donating quick and easy, all you need is a credit card!

- Fill out the form
- Use our secure system to donate
- Print your receipt
- If your donation is over \$250, written acknowledgement from the charity will be mailed to you.

And automatically get a chance to win a great reward!

Donate

Can I use a personal check?

No. At this time we can only accept online donations with a credit card.

Back

Fig 14

credit card.

Back

Security

WorthyEvents.com understands how important it is for you to have a sense of security while making donations at this website. You can donate online with confidence, knowing that the credit card and personal information you submit passes through numerous security measures designed to protect the loss, misuse and alterations of the information under our control. Our technical security measures consist of a secure socket layer (SSL) to help make all personal information and financial transactions passing through our website as secure as possible. All the data you enter on the donate page is encrypted (scrambled) while traveling through the Internet, making it difficult to intercept for fraudulent use. Although we make every effort to safeguard your personal and financial information, Internet transactions cannot be guaranteed to be 100% secure.

Back

Privacy Policy

Upon making a donation at WorthyEvents.com, each donor has the option to make his or her donation anonymous. Choosing anonymity on the donation form is the only way to prevent the non-profit organization from obtaining your personal contact information from WorthyEvents.com. By knowingly disclosing your personal information, you may be added to the non-profit organization's mailing lists and may receive promotional or informational materials via email or otherwise from the non-profit and/or from others with whom the non-profit shares its donor lists.

Back

Tax Information

When donating, you will receive a receipt via email. For your added protection, WorthyEvents.com suggests that you print the donation confirmation page from the web site as a paper record of your contribution. This print out, along with the donation confirmation email can be used as documentation for your tax records. Please be aware that you may not be entitled to a tax deduction for charitable donations of or in excess of \$250, unless you receive written acknowledgment from the charitable organization. If you choose you keep your donation anonymous, you will not receive this written acknowledgement.

Back

Fig. 15

How To Contact Us Regarding Privacy and Security Issues

We take privacy and security matters very seriously, and it is important to us that you understand and are comfortable with our privacy standards. If you have any questions, comments, criticisms or complaints about our Privacy and Security Statement and the way it affects you, please feel free to e-mail us at comments@worthyevents.com or call us at 312-733-3434 during regular business hours. If you have serious concerns about sharing your data with either an eBusiness or a non-profit, we recommend that you donate anonymously or that you contact each party directly to help ensure that your concerns are satisfied.

[Back](#)

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Fig. 16



cool savings.com

HOME | SEARCH | CONTESTS | INFOCLIPS | GROCERY | OPTIONS | HELP

Y-ME Campaign

About Y-ME
Personal
checks?
Privacy Policy
Receipt / Tax
Information
Site Security

FAQ's

About Y-ME

Y-ME National Breast Cancer Organization has a commitment to provide information and support to anyone who has been touched by breast cancer. Y-ME was founded by two breast cancer patients in 1978, when they realized that their needs for information and support could best be met by women who had also experienced breast cancer. Since its beginning, Y-ME has served women with breast cancer and their families and friends--through our national hotline, open door groups, early detection workshops and our many local chapters. Through peer support programs--breast cancer patients talking with survivors, and spouses of patients talking with spouses of survivors--Y-ME helps thousands of people each year who are concerned about or personally affected by breast cancer.

Click here to find out more about Y-ME and Y-ME chapters across the country

NATIONAL HEADQUARTERS

Y-ME National Breast Cancer Organization, Inc
212 W. Van Buren Street
Chicago, Illinois 60607-3908
Telephone: 312-986-8338
www.y-mc.org

Back



Fig. 17

From: Gui Costin [gui@worthyevents.com]
Sent: Friday, March 10, 2000 1:58 PM
To: andrew@worthyevents.com
Subject: The Avon Breast Cancer Crusade

Hello Everyone (or individual's name),

It's that time of year again and I'm raising my \$3,200 for the Avon Breast Cancer Foundation. I'd love your support and any donation would be greatly appreciated.

Best regards
Gui

To get the details on this campaign, click here: www.campaignpage.com

If the link above appears to be inactive, copy and paste the web address shown into the browser's location bar and hit Enter.

Additional Options:

Here are links to:

business/sponsor homepage - www.business/sponsorhomepage.com
charity/non-profit organization homepage - www.charity/non-profitorganizationhomepage.com
campaign program service provider homepage -
www.campaignprogramserviceproviderhomepage.com
donor homepage - www.donorhomepage.com

Fig. 18

Flow Chart From E-business Perspective - Overview

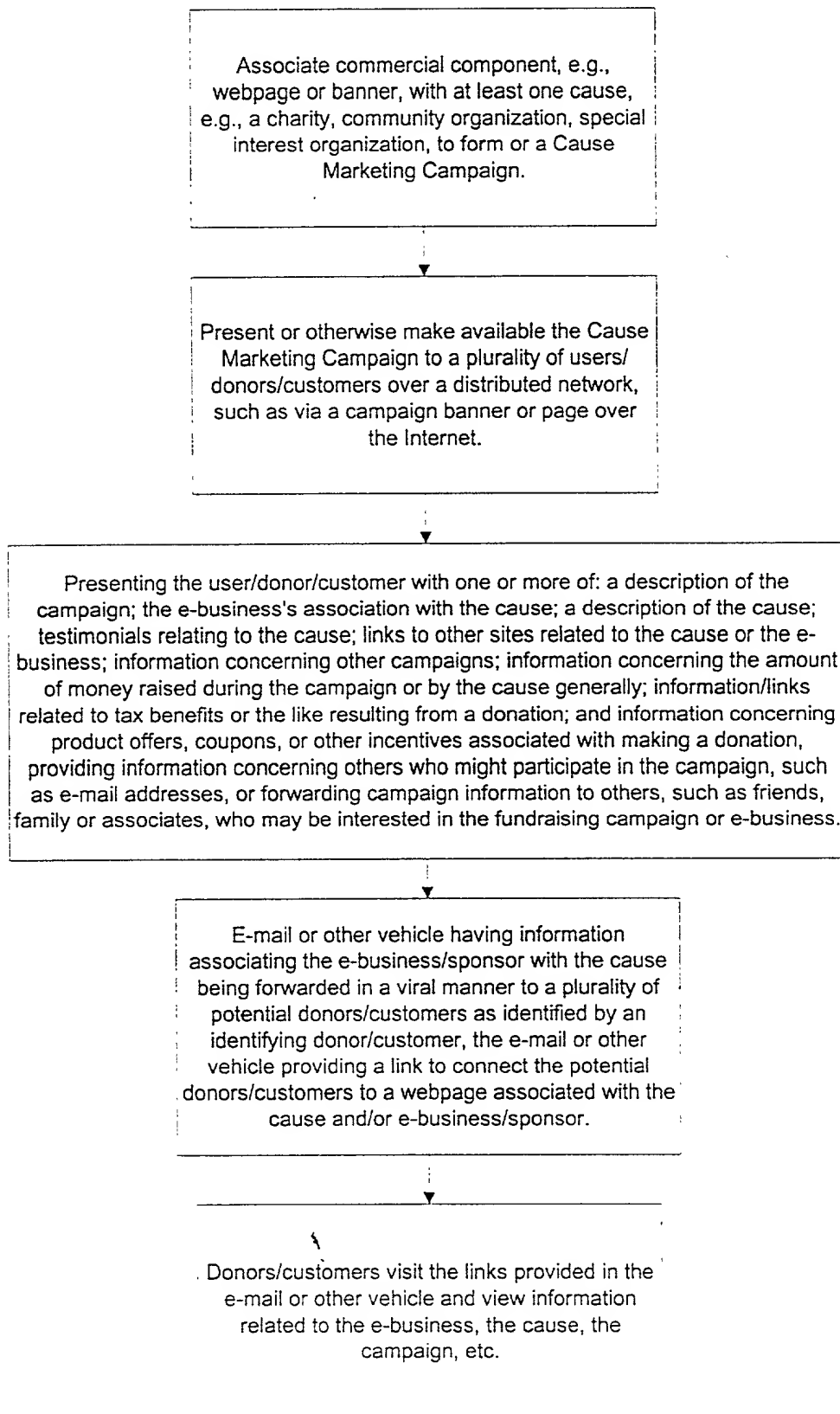


Fig. 19

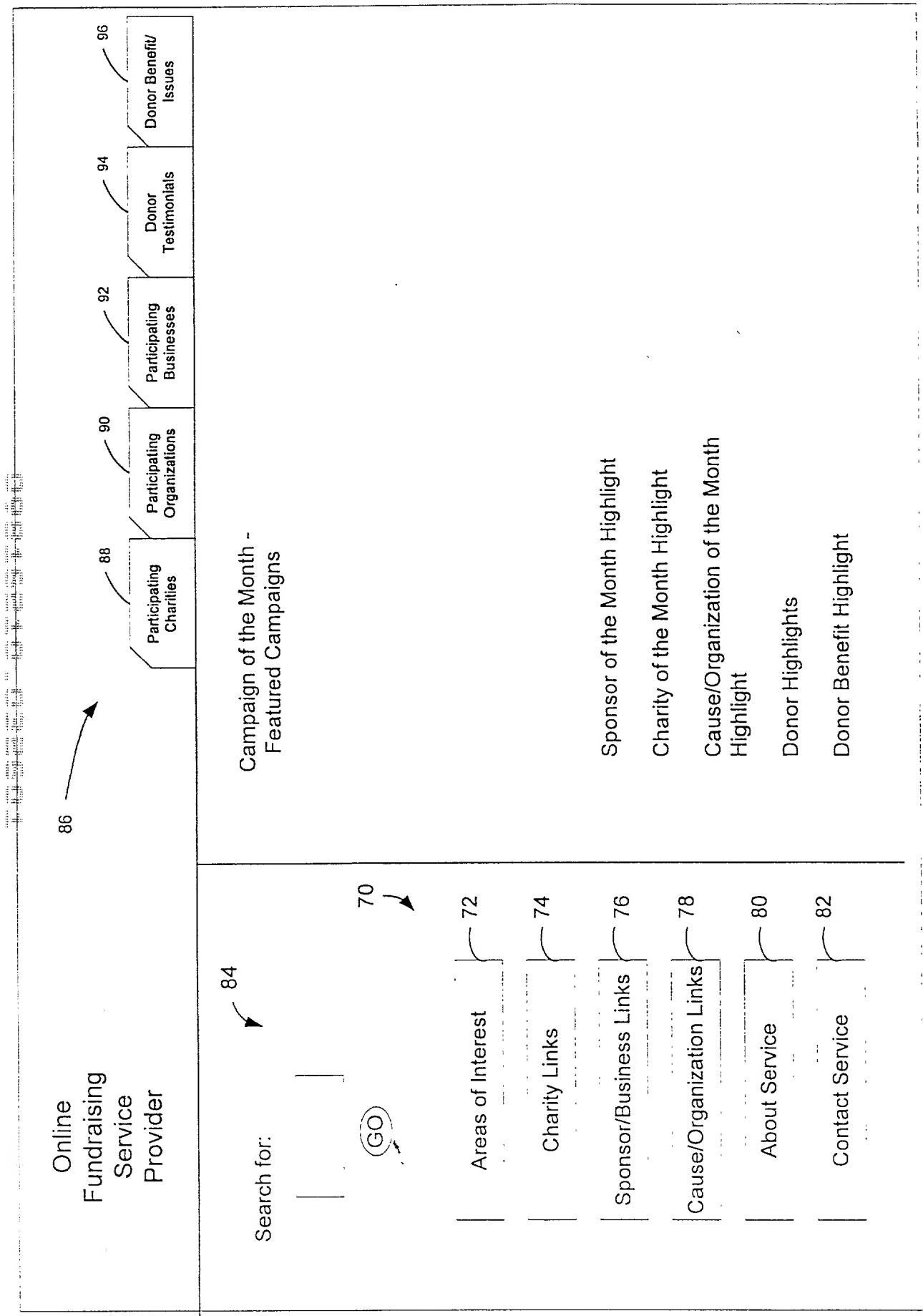


Fig. 20

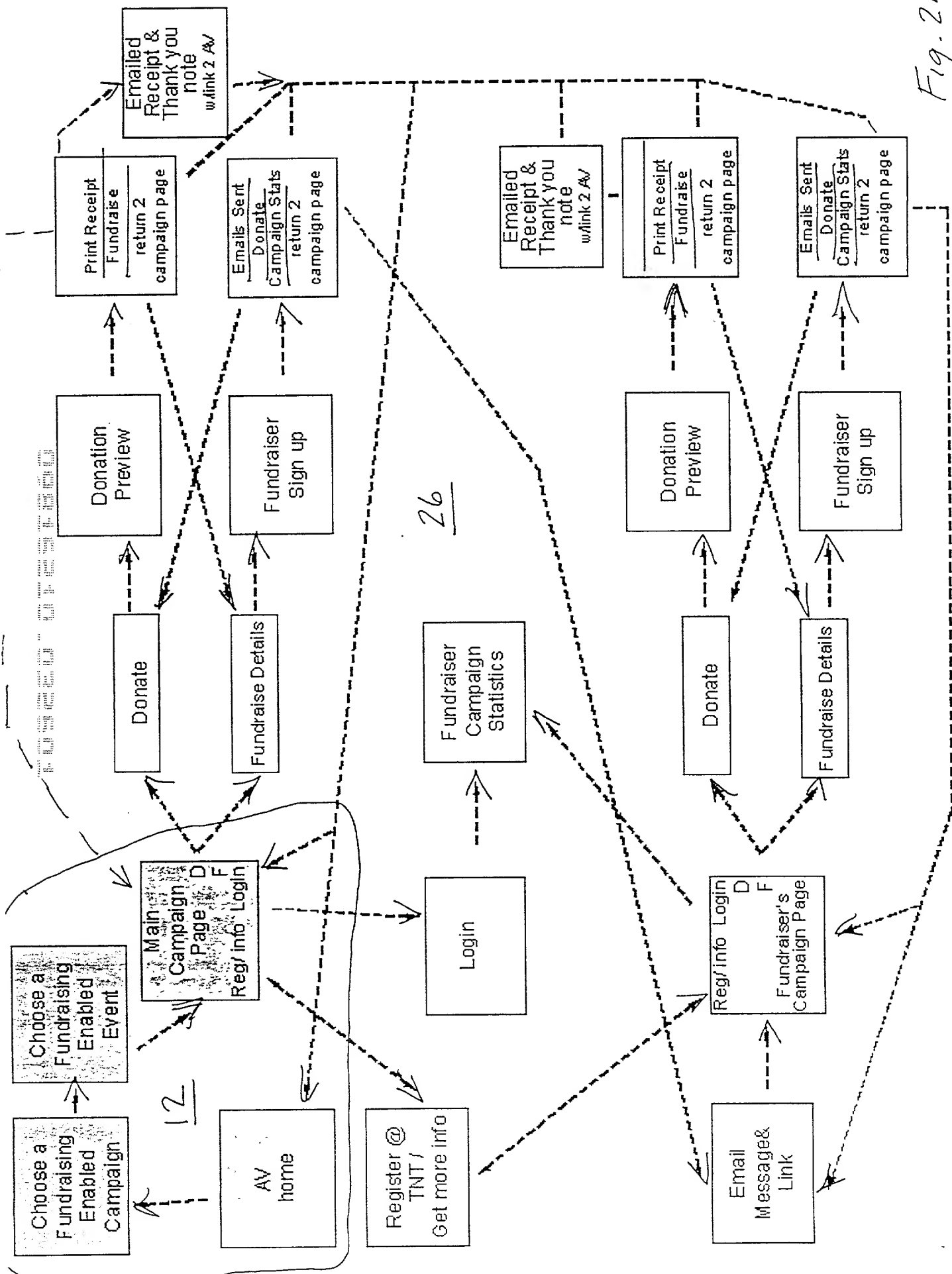


Fig. 21

From McD's

Search Results
Select Chapter /
Fundraiser
Campaign

Fundraising
Page
Search for a
RMHC

Chapter's
Campaign Page
Login

RMHC
Home

McDonald's
Home

Login

Fundraiser
Campaign
Statistics

Donate

Fundraise
Details

Donation
Preview

Fundraiser
Sign up

Print Receipt
Fundraise
return 2
campaign page

Emails Sent
Donate
Campaign Stats
return 2
campaign page

Emailed
Receipt &
Thank you
note
w/link 2 McD.com

24

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Login
Fundraiser's
Campaign Page

Email
Message &
Link

Donation
Preview

Fundraiser
Sign up

Print Receipt
Fundraise
return 2
campaign page

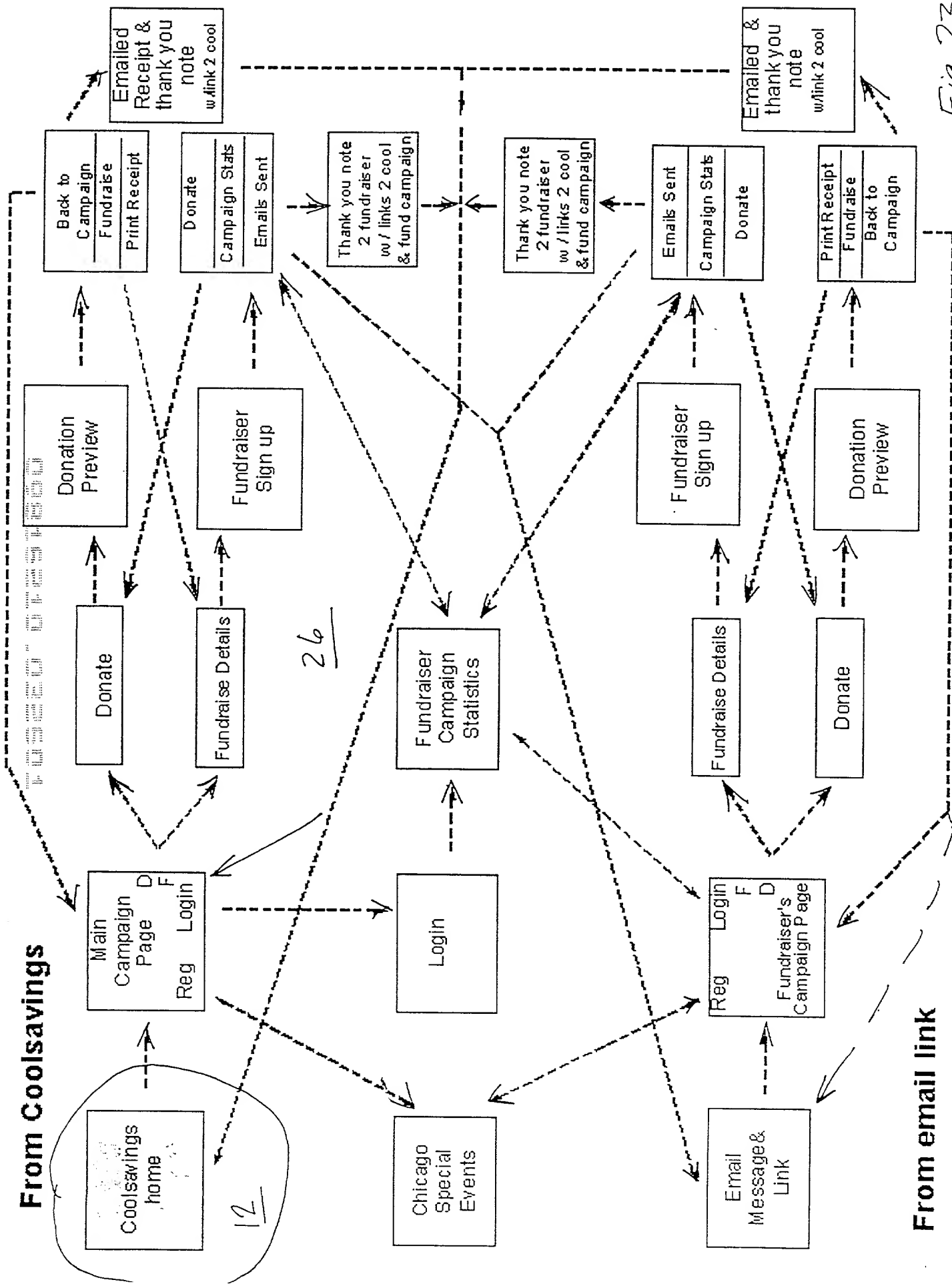
Emails Sent
Donate
Campaign Stats
return 2
campaign page

Emailed
Receipt &
Thank you
note
w/link 2 McD.com

From Email Link

Fig. 22

From Coolsavings



From email link

Fig 23